

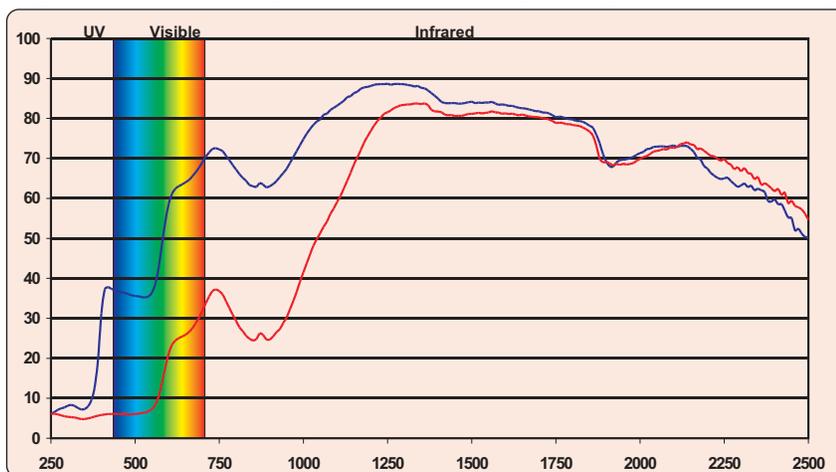
# Product Information

# V-13810 High IR Red

CI Pigment Red 101  
 Red Iron Oxide  
 CI #77419 CAS# 1332-37-2

**V-13810** is a Yellow Shade Red Iron Oxide. It has good light fastness, medium heat stability and is non-bleeding and non-migratory. **V-13810** possesses a high Solar Reflectivity value and is one of Ferro's "Cool Color & Eclipse" High Solar Infra-red Reflective Pigments for Energy Savings and Cooling Effects (please refer to Ferro's "Cool Colors and Eclipse" brochure for further information). Recommended applications include; Polyolefins, Flexible PVC, Paint systems and Coil Coatings. It is **not** recommended for RPVC applications.

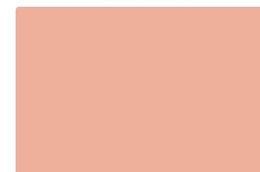
### Spectral Curves (Red = Masstone) ---- (Blue = 1:4 Tint)



Total Solar Reflectance of Masstone = Approximately 39%



Masstone



1:4 Tint

### Physical Properties

Specific Gravity (g/cc)	5.15 (± 0.05)	Helium Pycnometer
Solid Weight (lbs/gal)	42.8 (± 0.50)	Calculated from Specific Gravity
Bulking Value (gal/lb)	$2.33 \times 10^{-2}$ (± $5 \times 10^{-4}$ )	Calculated from Solid Weight
Oil Absorption (lbs/100lbs)	20.0 (± 25%)	ASTM D 281
Mean Particle Size (um)	.27 (± 15%)	Horiba Particle Size Analyzer
pH	7.0	ASTM D 1208 / ASTM E 70
Residue (325 mesh)	Trace (<0.10% by Wt)	ASTM D 185